

Message Text

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ACTION EUR-12

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ALL OTHER CANADIAN POSTS POUCH

C O N F I D E N T I A L OTTAWA 02293

E.O. 11652: GDS

TAGS: PINT, CA

SUBJECT: APRIL GALLUP POLL WAS PROBABLY ACCURATE

REF: OTTAWA 2249

1. STRIKING RESULTS OF APRIL GALLUP POLL SHOWING 7 POINT
TORY UPSURGE AND 4 POINT LIBERAL DECLINE (REFTEL) IMMEDI-
ATELY GAVE RISE TO SPECULATION WHETHER GALLUP RESULTS
ARE ACCURATE READING OF ELECTORAL PULSE OR AN ABERRATION.
FROM ALL INDICATIONS IT APPEARS THAT THEY ARE GENERALLY
ACCURATE.

2. BOTH IN PUBLIC AND IN PRIVATE WITH US, LEADING TORIES
AND LIBERALS HAVE INDICATED THAT GALLUP FIGURES TEND TO
CONFIRM GENERAL THRUST OF THEIR OWN, PRIVATE POLLING DATA.
MOST TELLING EVIDENCE CAME FROM A PROMINENT AND WELL-
PLACED LIBERAL WHO GAVE AMBASSADOR RESULTS OF LIBERAL
POLL, CONDUCTED BY GOLDFARB ORGANIZATION IN EARLY APRIL.
(COMMENT: LEAK OF LIBERAL POLL DATA IS HIGHLY UNUSUAL
SINCE, CONTRARY TO PROGRESSIVE CONSERVATIVES, LIBERALS OR-
DINARILY MAINTAIN STRICT DISCIPLINE AND EFFECTIVE RULE OF
SILENCE. THIS IS FIRST TIME WE CAN RECALL RECEIVING HARD
LIBERAL POLLING DATA. END COMMENT.)

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3. PROJECTIONS FROM GOLDFARB POLL NATIONWIDE GAVE
LIBERALS 121 SEATS, PC 126 SEATS, NEW DEMOCRATIC PARTY
(NDP) 28 SEATS, AND SOCIAL CREDIT 7 SEATS. SOURCE GAVE
INCOMPLETE BUT TELLING PROVINCIAL BREAKDOWNS AS FOLLOWS:
IN ONTARIO, LIBERALS 43 SEATS AND PC 38 SEATS; IN QUEBEC,
LIBERALS 63 SEATS, PC 5 SEATS, AND SOCIAL CREDIT 7 SEATS;
IN BRITISH COLUMBIA, PC 20 SEATS AND LIBERALS 2 SEATS;

LIBERALS WOULD TAKE ONLY 1 SEAT EACH IN MANITOBA AND SASKATCHEWAN AND WOULD TAKE NONE IN ALBERTA.

4. SAME SOURCE AND A CABINET MINISTER HAVE TOLD AMBASSADOR THAT RESULTS OF A NEW AND MORE RECENT GOLDFARB POLL ARE EXPECTED WITHIN MATTER OF DAYS AND, DEPENDING ON GOOD OR BAD NEWS, SHOULD HEAVILY INFLUENCE PM TRUDEAU'S DECISION WHETHER TO HOLD ELECTIONS THIS SPRING OR WAIT UNTIL FALL OR LATER.

5. COMMENT: NECK AND NECK LIBERAL AND PC STANDINGS IN GOLDFARB POLL GENERALLY JIBE WITH GALLUP RESULTS (REFTEL). GOLDFARB PROJECTION OF 28 NDP SEATS WOULD APPEAR TO BE OUT OF LINE WITH LATEST GALLUP DATA SHOWING NDP DROP FROM 17 TO 14 PERCENT. THE TWO ARE NOT, HOWEVER, NECESSARILY INCONSISTENT. NDP HAS MADE IT KNOWN THAT, IN COMING ELECTIONS, IT WOULD TARGET CAMPAIGN EFFORT ON THOSE AREAS WHERE IT STANDS REASONABLE CHANCE AND ESSENTIALLY WRITE OFF RIDINGS OR AREAS OF NO CHANCE. MAIN TARGETS WOULD BE IN ONTARIO, BC, SASKATCHEWAN AND MANITOBA. GALLUP POLL CAN GIVE PARTICULARLY DISTORTED PICTURE IN SUCH A CASE SINCE IT REFLECTS ONLY AGGREGATE POPULARITY AND DOES NOT MEASURE SELECTIVE RIDING BY RIDING STRENGTH. EVEN THEN, HOWEVER, WE ARE SURPRISED BY GOLDFARB PROJECTION OF 28 NDP SEATS AND ESTIMATE THAT IT IS INFLATED.

ENDERS

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